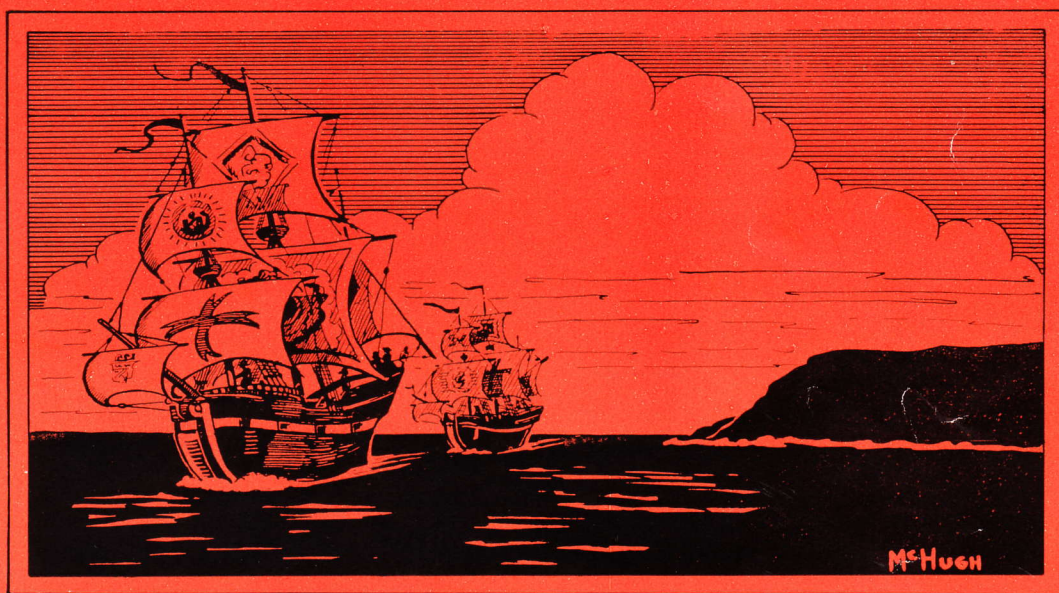


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HISTORICAL
❖ ❖ **DAYS**



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Welcome to

San Diego County Historical Days

San Diego County Historical Days proudly dedicates this Yearbook and all the activities of this year's celebration to the far-sighted, brave people, who, through the years, have given San Diego and California the historical background that is our precious heritage.

The allure and romance that is San Diego's, dates back to the advent of civilization in California, and from that distant time is traced much of the culture and color that today blend perfectly with the tempo of today. In spite of our steady progress, those early-day influences persist today, and add so much to San Diego County's lure.

Our organization's chief aim is to preserve those glorious influences and pay humble tribute to those who were responsible through the years, for our gracious, colorful, exciting San Diego County of 1949.

We warmly welcome all who attend, and extend our hearty thanks to all who helped to make our pageant and celebration a success.

R. S. Harness,

President

San Diego County Historical Days, Inc.

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SAN DIEGO COUNTY HISTORICAL DAYS, INC.

The SAN DIEGO COUNTY HISTORICAL DAYS, INC. is a non-profit organization, composed of a group of civic minded people with a firm belief in the future of San Diego—and with a deep appreciation for the historical heritage that is theirs in this most unusual county.

This group's endeavor is to educate the public of San Diego in an appreciation of and to commemorate the history, culture, customs and music of early Spanish San Diego in particular, and California in general, through musical festivals, pageants, parades and fiestas. Also to promote, manage and finance appropriate public activities in connection with the celebration of the centennials of the State of California.

The organization heartily welcomes the membership of all who earnestly are interested in the aims of the group. Active membership dues are only \$5.00 per year—inactive membership \$1.00 per year.

Mail applications to:

SAN DIEGO COUNTY HISTORICAL
DAYS, INC., 3069 El Cajon Blvd.,
San Diego, California.

San Diego County Historical Days

(A Non-Profit Corporation)

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San Diego, California

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7740 Saranac, La Mesa, Calif.

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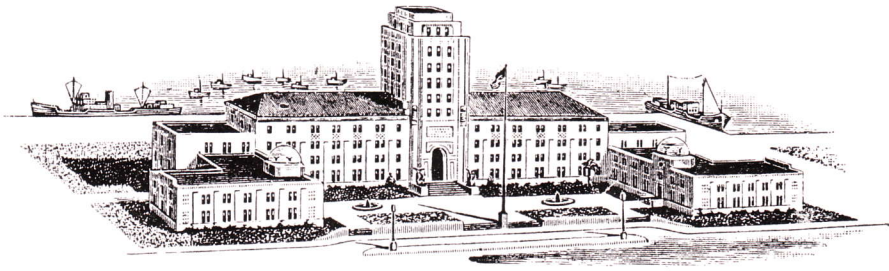
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Yearbook and Program Publication—Grace Loftin

Because of shortness of time this year—a 2-day celebration is offered. However, it is hoped that next year our celebration will last over a period of at least two weeks. Elaborate plans are already under way, and it is hoped that groups or individuals planning a vacation in San Diego next year will contact us to learn the exact time of "Historical Days" next year. Convention groups are especially invited to confer with us. Make your visit to California during SAN DIEGO COUNTY HISTORICAL DAYS in 1950.



As Mayor of San Diego, I officially and warmly welcome you to the HISTORICAL DAYS celebration.

It is fitting that this beautiful pageant and program should be held in Old San Diego, the birthplace of California, where so many of our historical landmarks are preserved; and where is located the beautiful Serra Museum with its priceless historical contents.

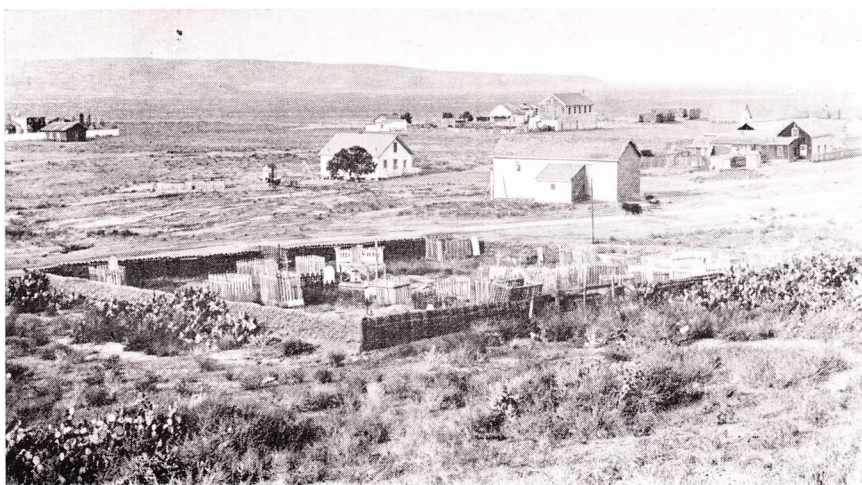
I am proud to serve on the Board of Directors of this splendid organization, and I extend my congratulations and sincere wishes for the continued success of this group that will, through the Annual HISTORICAL DAYS and year-around efforts, present to the world the beautiful story that is the history of San Diego.

I feel that everyone who visits San Diego will have a deeper, richer love for our glorious city if he spends at last part of his time in Old San Diego, and learns, by seeing, the wonders of our historical past, and enjoys its preservation in today's Old San Diego.

Cordially,

Harley E. Knox

Mayor of San Diego



"Old Town" in 1888. Point Loma in background, old cemetery in foreground.

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HISTORICAL SAN DIEGO

SAN DIEGO, birthplace of California, is replete with historical lore. California was discovered at San Diego on September 28, 1542, when Juan Rodriguez Cabrillo, a Portuguese navigator in the employ of Spain, arrived with two ships, the San Salvador and Victoria, and viewed the land with enraptured eyes.

Sixty years later, November 10, 1602, Don Sebastian Viscaino (Vees-cah-ee-no) visited this harbor, and officially gave it the name "San Diego" in honor of San Diego de Alcala, a Spanish saint, whose feast occurred November 11-12.

A hundred and fifty years later King Carlos III of Spain, alarmed by designs of Russia and England upon lands of the Pacific coast, ordered San Diego and Monterey occupied and fortified. General Don Jose de Galvez organized the sacred Expedition of 1769, appointing Don Gaspar de Portola, Military Leader and Governor, and Father Junipero Serra, President of Missions. From Lower California five divisions started—three by sea and two by land. One ship was lost.

The four divisions met at San Diego July 1, 1769. The place was near where the famous Serra Palm now stands. A few days later the camp was moved up the nearest hill, where on July 16, Father Serra dedicated Mission San Diego de Alcala, first of the California Chain of Missions.

In 1774 the Mission was moved to the present site, six miles up the river to assure a water supply and crops. However, in 1775 an Indian attack forced a temporary retreat to the Presidio. In 1775, a permanent Mission establishment was made at the present site. At that time a dam and flume began, and the first irrigation project in California started along the river bed.

Captain George Vancouver, British explorer, brought the first foreign ship, the DISCOVERY, into San Diego Bay in November, 1793. Taking a hint, Spanish authorities built Fort Guijarros (Gwee-hah-rohs) on Ballast Point. After 1800, American ships arrived frequently, their smuggling activities resulting in the

battle of the Leila Byrd, a colorful, bloodless engagement on March 22, 1803.

Mexico's revolt from Spain relaxed discipline in California, and the ports became more open. In 1829 several American companies established hide - curing plants on Point Loma, making San Diego the most important hide depot on the coast. Later two whaling companies flourished on Ballast Point.

San Diego became the Capital of California in October 1825, when General Jose M. Echeandio, first appointed Mexican governor, arrived. Monterey's opposition caused uprisings, and in 1829 San Diego troops scored a victory.

In 1834 the order to secularize California Missions went into effect, and ended their prosperity.

The war between the United States and Mexico in 1846 brought American troops to California. San Diego played an important part. The U. S. sloop-of-war CYANE, with Commander Samuel Dupont, U.S.N., arrived on July 29, 1846, bringing Major John C. Fremont, U.S.A. and his California Battalion of 166 men, including the Indian scout, Kit Carson. After friendly exchanges, Dupont ordered the American colors raised in the Plaza. Fremont marched to the capture of Los Angeles on August 8. On board the U. S. S. CONGRESS, Commodore Robert F. Stockton reached San Diego in November, recapturing the town which had been taken by California Rangers, improved the fort and renamed it Fort Stockton.

At the same time, General Stephen W. Kearney, U.S.A., was making his famous march from Fort Leavenworth, Kansas, to take California. Arriving at Warner's in December, he was warned by a San Diego party that the Rangers were near.

Kearney, however, ordered his command to proceed to San Diego and was met at San Pasqual by a force under General Andres Pico on December 6th, and met defeat. Kearney finally reached San Diego December 12.

Bginning on that date, San Diego, the oldest California town, was considered an American Community, and later as a city, when the Legislature passed an act incorporating it as such on March, 1850, becoming one of the original 27 counties. A County election was held, and 157 people cast their vote. In 1857 the first overland mail reached town, delivered by James E. Mason.

That was the beginning of San Diego. One hundred years of episodes and developments, years of wars and peace, have transformed this "beginning" into a graciously hospitable, delightfully pleasant, buoyantly healthy, gay, romantic, exciting, colorful San Diego of 1949.

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Serra Museum, a beautiful modern example of Spanish Mission architecture, was built and donated to the city in 1929 by George W. Marston, who worked and gave generously to preserve historic landmarks in the city. It is open free to the public, and houses the fascinating collections of historic documents and objects, and is maintained by the Pioneer Society and San Diego Historical Society.

Serra Museum stands at the top of Presidio Park. The tall cross of old tiles found in the ruins of early buildings commemorates Junipero Serra, is in the center of the presidio. These old bricks were made by the Indian neophytes under the supervision of the padres.

To the right is the best preserved section of the presidio area. In front of the mounds is a bronze statue, "The Indian" by Arthur Putnam, a Californian. A concrete observation platform is behind the statue, from which can be seen a full view of Mission Valley. Serra Palm Tree, on the river flats below, is thought to have been planted in 1769 by Padre Serra. It marks the approximate burial place of more than 60 soldiers and sailors who died of scurvy on the sea expedition of 1769.

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Casa de Estudillo

Introduction

Presidio Park, overlooking Old San Diego, now occupies the location of the first permanent settlement on California soil.

Old Town radiates, in its own quiet way, a dignity and repose reminiscent of the old Spanish and Mexican regimes.

Standing in the old plaza, one finds it difficult to picture the town's appearance then.

A few of the old adobes of Old Town are still standing, and several have been restored and preserved; and because we think these old adobes represent the best-preserved historical landmarks, we give a brief description of the Old Adobes of Old San Diego on the following pages.

This magnificently preserved and restored adobe home is known as "Ramona's Marriage Place." It was built about 1828 by Don Jose Antonia Estudillo, and used by his family until 1887. The house is of adobe construction with walls from two to four feet thick. The tiled roof is supported by heavy rough-hewn timbers, brought down from the mountains on the backs of Mission Indians. The beams are bound together with rawhide thongs. The legend that Ramona was married here is unfounded.

The Estudillo House was restored to its present condition in 1910 by the Spreckels family, and today contains a very interesting collection of historic relics and furnishings. The private chapel of the Estudillo family is quaintly preserved, and helps, together with its patio and well, to make it one of the outstanding show places of Old San Diego.

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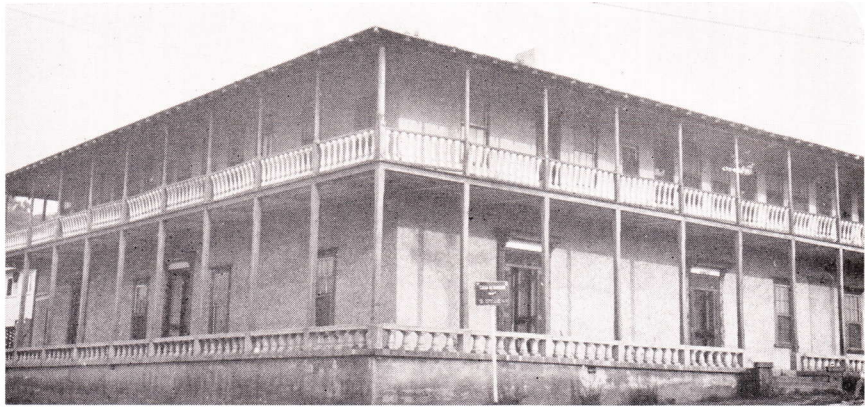
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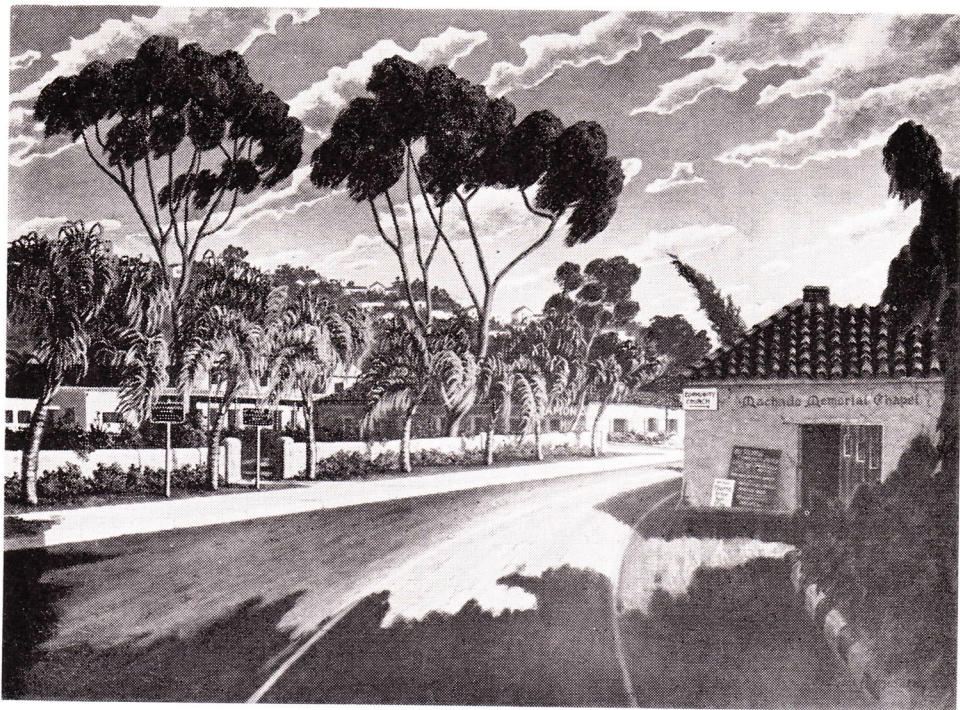
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TED ROSENFELD, Manager

Casa de Bandini is another of the Old Adobes of Old San Diego. Once the home of Don Juan Bandini, this 125 year old showplace, where distinguished guests once were entertained at functions costing as much as \$15,000 a night, was offered by the owner to Commodore Stockton as headquarters in 1846-47. It was here that Kit Carson found him when he brought General Kearney's plea for aid from the San Pasqual battlefield.

In 1869 a second story was added, and a balcony put around two sides, at which time it was operated as a hostelry by A. L. Seeley. Later, the aged structure was part of an Old Town Olive works, and finally it was restored in the early 1900's as a tourist hotel, to accommodate visitors to the Panama-California International Exposition.

Mr. F. K. Caldwell, the present owner, has just completed a lavish restoration, making it a modern, gracious tourist hotel. Visitors find soundproofed rooms, ultra-modern decor and all the conveniences of the finest hotel.



MACHADO MEMORIAL CHAPEL
Showing Plaza to the left, and Ramona's Marriage Place
in the distance.

(Photo from original painting by Manuel Moseley)

This old casa was built by Comandante Jose Manuel Machado in the early part of the 1800s. He came to San Diego as a corporal of the Free Company of Catalonians under Lieut. Pedro Fages in 1782. After having been assigned also to some of the other Presidios, he came back to San Diego with a wife, Serafina Valdez, of Santa Barbara. Many of their children—five sons and four daughters—were born within the confines of San Diego Presidio. As soon as the Indians were friendly enough he built this old casa on the south side of the Plaza Viego de San Diego. In 1834 when his third daughter, Maria, was married she was given this home as her dowry. He built adobe houses for the other three daughters, only one of which is still standing—the Stewart house, given to the baby, Rosa. When Maria was old and it seemed that her grandchildren were going to lose the old home through foreclosure, she is reported to have put a curse upon it for anybody who tried to make money out of it.

The old house was sold by the finance company several times but never paid for, until in 1942 George W. Marston secured it to be used as a Protestant Church. Early in 1943 the Old San Diego Community Church, a united Protestant church welcoming all Protestants and endorsed by the San Diego County Ministerial Association and Council of Churches, raised a campaign fund and secured title

in full. Machado's grandchildren feel that Maria's curse has at last been lifted since it is being used as a House of God. Mr. George W. Marston formed an Interdenominational Advisory Committee to help this church enterprise and upon his death the committee was made a commission of the San Diego Council of Churches, and is now headed by Mr. George A. Scott.

In 1846 when the Mexicans had replaced the Stars and Stripes with their own flag, the Americans on November 22nd advanced on the Plaza to again raise the American flag. Maria was told by the children from Lopez house that the Americans were coming. She ran out with a butcher knife, cut down the Mexican flag, rope and all, hid it under her mantilla and dashed back into the Casa de Machado. American marines arrived under the leadership of Capt. Albert Benjamin Smith, who had a trading post on Ballast Point. He had previously spiked the Mexican guns on Ft. Stockton as a safety precaution. When the flag pole was discovered to be without a halyard, he shinnied up the flagpole in the face of Mexican sniping and nailed the Stars and Stripes to the pole. A few years later Maria's sister, Guadalupe, a comely young widow, became the wife of Albert Benjamin Smith, so the Machado House has since been called "Casa de las Baneras," The House of the Flags.

MACHADO HOUSE ISSUES INVITATION FOR OPEN HOUSE SATURDAY

The Casa de Machado has offered to all of the Machado families and elderly descendants of pioneer families, the quiet and beauty of this old Spanish home as a place to rest; and have reserved seats to review the parade. Light refreshments will be served.

The Manila Accordion Band will entertain them preceding the parade.

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Interior of Casa de Pedrorena, now occupied
by Manuel's Restaurante

Casa de Pedrorena

This adobe home was built by Don Miguel de Pedrorena about 1838. He was a highly educated Spaniard who married Marie, daughter of Don Jose Estudillo. He also owned El Sobrante de San Jacinto Rancho containing 22,195 acres, and his wife owned El Cajon Rancho of 47,800 acres, east of San Diego.

This house later became the home of Pedrorena's daughter and her husband, Jose Antonia Altamirano.

Pedrorena favored the Americans in the war of 1846, and it was in his back yard that the cannon El Jupiter was buried to prevent its falling into the hands of the Mexican forces. The ornate porch which covers the front of the adobe house was put on during the 1890's.

Today it is occupied by MANUEL'S RESTAURANTE, owned and operated by Mr. and Mrs. Manuel Moseley, who are in the process of restoring the front to its original style, in keeping with the program to restore and retain Old San Diego's historic beauty.

The beautiful dining patio in the rear shows much of the original adobe structure, and is a delightful spot with its old, lacy pepper trees, high adobe walls and tropical plants.

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Casa de Lopez

Casa de Lopez, 3800 Twigg Street, was built about 1835 and was used by a branch of the Lopez family. Its site gives a commanding view of Old Town to the front. In the early days it was backed by the San Diego River, which ran where the railroad track is now. It stands in an isolated position, has not been restored, and is badly in need of repairs. It is a good example, however, of the simpler, rather unimpressive adobes of the early days.

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Lloyd D. Mitchell of Los Angeles, Southern California Manager for the California Centennial Commission, will be honorary Grand Marshal, and will lead the parade. Roscoe Hazard, Walter Church and Robert Hoffman, on silver mounts, will be parade marshals.

City and state dignitaries will follow the honorary marshal.

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Line of march will be up San Diego Avenue, passing old points of interest; thence to Polo Road (Camino del Rio) to Mission Valley Polo Grounds.

Horses will proceed to ring for horse show.

There will be special exhibitions by Al Kay, Roscoe Hazard and others.

Bands, drills teams, drum and bugle corps, and all marching units will exhibit on dance floor and stage.

Trophies will be awarded between the acts.

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(Continued on next page)

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Program (continued)

The sermon will be given by Father Stanislaus of San Luis Rey Mission.

Father Ryan of St. Augustine's High School will direct the choir.

The solemn music of this beautiful service will bring peace and comfort while worshipers kneel in the very spot the Indians came to hear the word of God from the saintly lips of the great, good man, Fr. Serra.

After Mass all activities will take place at the Mission Valley Polo Grounds.

CONCESSIONS, RIDES, GAMES FOR CHILDREN AND ADULTS—CONTINUOUS ALL DAY.

12:30 P.M.—Chico and Chiquita Parade—the parade of the children. On dance floor. Children will be in costumes depicting different phases and nationalities of California history, and will march to the music of the Minella Accordion Band, led by tiny Majorettes and Accordionists. Each child in the parade will be awarded.

1 to 3 P.M.—Games for children. Cooperation of Freemont School PTA.

2 to 3 P.M.—Moose Dutch Band.

5 to 7 P.M.—Special entertainment by the LaBamba orchestra — The LATINEERS, direct from the LaBamba Club.

RAMUNDO VAZQUEZ, leader

(Continued on next page)

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Program (continued)

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ABEL MURRILLO and his native
drums

MANUEL GUEVARA and his drums

RALPHO VAZQUEZ with his bass
fiddle

7:00 P.M.—MUSICAL EXTRAVAGANZA—
“MUSIC OF CALIFORNIA THROUGH
THE YEARS.” Free to the Public. This
musical pageant will tell the history of
California in song and dance, by enter-
tainers and groups in costumes of the
eras depicted—from 1542 to 1949.

1542 to 1846

“CALL OF THE WILDERNESS” by Joe
Galvin, full-blooded Piute Indian

“FRIENDSHIP SONG” by Joe Galvin, full-
blooded Piute Indian

“JUAN RODRIGUEZ CABRILLO — 1542”
by Portuguese-Americans

“DON SEBASTIAN VIZCAINO—1602” Viz-
caino named this place “San Diego de
Alcala”

“THE LORD’S PRAYER” by Mr. Ronald
Best

These men sailed under the Spanish flag,
so the music of Spain is woven into our
history.

“GRANADA”—Song by Frances Valencia

SPANISH DANCE—By Albert Flores; Elfrieda
Farmer, accompanist

FRIAR JUNIPERO SERRA—1769

“THE AVE MARIA” by Mr. John Sullivan,
representing Immaculate Conception
Church

(Continued on next page)

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Program (continued)

THE MEXICAN FLAG—1822

"CHIAP NECAS"—Dance by Consuelo Ser-rano

SONG—By Toltequeno, courtesy of Associa-tion Tolteca

SPANISH AND AMERICAN ENTERTAIN-ERS—Auspices of Pan-American League

AMERICAN TRAPPERS AND PIONEERS—1826—By Mrs. Helen Arbaugh; Mrs. Dolly Stefenson, accompanist.

DAUGHTERS OF THE GOLDEN WEST

* * *

I N T E R L U D E

* * *

"RAMONA"—Song by Lois Jean Lantz

"Ramona and Alessandro"—Carmen Toigo as "Ramona"; Chas. Bacy as "Alessandro"

1846 to 1949

1846—Two flags waved this year—The Bear Flag for a short time, and then the American Flag.

"AMERICAN FLAG"—Song by Mr. R. O. Coggeshall and Miss Gertrude Branch

(Continued on next page)

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Program (continued)

1847—THE MORMON BATTALION
 "THE MORNING BREAKS"—duet—Church
 of Jesus Christ of Latter Day Saints
 "THE GOLD RUSH"—1849
 "SWEET BETSY FROM PIKE"
 "CLEMENTINE"—Song by Mr. Sam Hinton
 "NELLIE MEDLEY"—Song by Moonlighters
 Barbershop Quartet

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I N T E R L U D E

* * *

1900 to 1949

DANCE—By Betty Tobias and Carol Gean
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California has grown into the beautiful,
 bountiful state we enjoy today, and people
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 to build this state—and so their songs and
 dances complete the finished pattern.

1900—California and the West would not be
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**FRENCH SONG — "En-Passant-Tar-La-Lor-
 raine" (while passing through Lorraine)—**
 By Martha Carreze

(Continued on next page)

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Program (continued)

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Sabinne Carreze, Perla Parkman; Mr.
Simack, accompanist.

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Thanks!

We wish to thank everyone who has helped to make our 1949 HISTORICAL DAYS a success. So many organizations, groups and individuals have participated it will be impossible to name each one. However, it is only through the cooperation of so many that this Fiesta was possible.

We especially thank everyone who came to enjoy with us, our celebration.

The press and radio for their splendid co-operation.

The parade participants.

The donors of trophies.

The advertisers in our souvenir program.

Our patrons.

And all others who helped to make our Fiesta a success.

If we have inadvertently failed to recognize someone's efforts, be assured it is due to the fact that this Yearbook goes to press long before final plans are made—or maybe because a tired, well-meaning committee has somewhere slipped in getting the right information to the right person at the right time. Please be assured that omission is not intended.

THANK YOU, EVERYONE!

We wish to express our appreciation to Mr. R. C. Stanford, publisher of "Seeing San Diego—City and County," for furnishing some of the data and pictures used in this book.

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Casa de Carrillo

This old adobe is probably the site of the earliest house in Old San Diego. Francisco Maria Ruiz, a soldier from the presidio, built a home here in 1810 to guard a pear orchard he had planted in 1807. It was rebuilt to become the "Casa" of Joaquin Carrillo, one of the most prominent of the early aristocratic Spanish landholders in the county. The family name is still prominent in California; Leo Carrillo of the movies, is a descendant. Henry D. Fitch, a New England sea captain met, wooed and eloped with lovely Josefa Carrillo, daughter of Don Joaquin, and later returned from South America to obtain forgiveness and live in the home.

Only two rooms of the original great adobe casa remain. It is now used as the clubhouse for the Municipal Golf Course.

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Whaley House (Photo by Maurice Roy)

Whaley House was built in 1856 by Thomas Whaley, and was the first brick structure in San Diego County. Its cedar woodwork and the hardware were brought around Cape Horn, but Mr. Whaley had the bricks manufactured in Old Town in his own kiln. Its walls are finished in a very hard plaster made from ground sea shells. The building was constructed as a store and home for Whaley and his French wife, who made it a center of culture in early San Diego. On its site in 1851, before the house was built, one "Yankee Jim" Robinson was hanged for the theft of a rowboat in the harbor. During the 1860's, part of the building was used as a county courthouse. Today it is unoccupied, and in need of restoration.

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SAN DIEGO GROWS UP!

San Diego, from its small but glorious beginning, has grown into the "big town" of San Diego County, with half a million people. Its growth in a relatively short time is attributable to the natural advantages it has in climate, and a harbor recognized as one of the world's finest.

The little town of San Diego has grown into a city of 95.69 square miles, and includes La Jolla, Linda Vista, Ocean Beach and Pacific Beach. The greatest length of the city is 21.8 miles, and its greatest width is 13.8 miles. It has 260 churches, 46 theatres and over 7,000 retail establishments. Naval and Marine personnel stationed here averages more than 40,000. San Diego's Zoo is recognized world-wide, and of course, its beaches and sportfishing attract thousands every year.

Culturally, San Diego County has long been a mecca for artists, writers and musicians, with its excellent museum, Fine Arts Gallery in Balboa Park, etc.

The San Diego public school system is ranked among the best in the U. S., with three high schools, vocational high school and junior college. San Diego State College, housed in beautiful Spanish buildings with an inspiring location overlooking Mission Valley, is ranked highly among institutions of higher learning.

Hotels are among the best in the country—and certainly the motels are the finest in existence.

Yes! San Diego has grown up!

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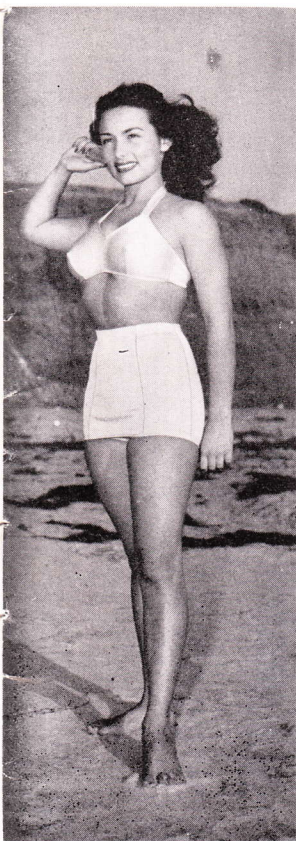
Mission Bay

MISSION BAY will be one of the greatest tourist attractions in San Diego County. It will afford recreation for everyone, from the tiny tot with a sand pail to his grandad with a fishing pole, and his teen-aged sister who likes surf-boarding.

Even in its partially completed state, Mission Bay is very popular with our visitors.

The shores of the newly created areas are daily lined with fishermen, bathers and picnic parties. Every warm evening these areas are dotted with the fires of beach parties. And the recently dredged channels are being used for sailing, powerboating and canoeing.

Completion of the surfacing and landscaping of these new land areas, and of the resort motels, boat landings, and other facilities, will make Mission Bay the most beautiful salt-water resort area in the world.



Most of our visitors are from the mid-lewest, Arizona and other interior states.

To these visitors Mission Bay will offer fine swimming in calm salt water, a wide area of quiet water for sailing, all types of salt water fishing, and every type of housing from camping to deluxe motels. There will also be a golf course, tennis courts, a model yacht basin, bridle paths, hiking trails and picnic areas of attraction.

For those owning boats Mission Bay will offer every facility. Yacht clubs, moorings and slips will be available for every type and size of pleasure craft. There will also be sailboats, canoes and power boats for hire. Supplies and repairs will be available at several locations. And for those who desire, quick access to the ocean is provided.

Every year the existing facilities of San Diego's various beach resorts have been used to capacity by our visitors. Mission Bay will provide additional, and in many ways superior, facilities. It is obvious that Mission Bay, the southland's finest aquatic resort area, will attract many thousands of additional visitors.

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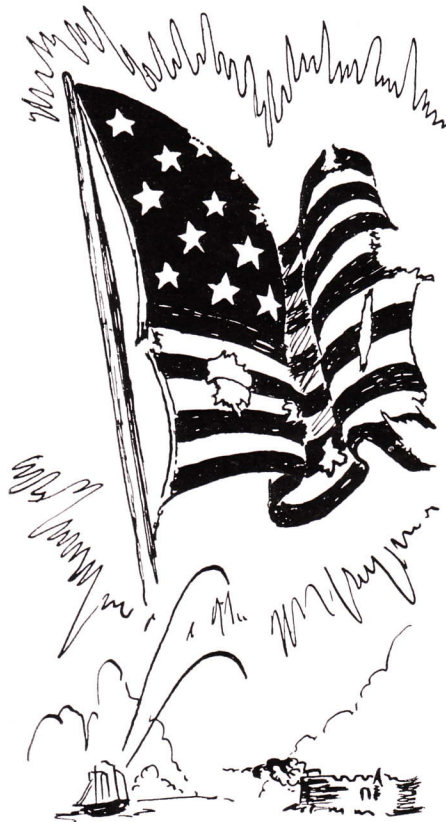
ACKNOWLEDGMENTS

We acknowledge the following patrons of San Diego County Historical Days Celebration, and welcome them as new members of San Diego County Historical Days, Inc.:

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We regret that we are not able to acknowledge trophies received after this book goes to press.



San Diego Invites the World

By Elwood T. Bailey, General Manager
San Diego City & County Convention
Bureau, Inc.

FROM these early days being described and illustrated during this historical pageant, San Diego has grown step by step not through any unusual resources but through a spirit of unselfish cooperation.

It was the same spirit of unselfish cooperation that built on this semi-arid country a prosperous, beautiful city of pleasant living. There was, in the beginning, sand without fertility, walled in between the sea and desolate coastal mountains, and without apparent future. There seemed little to inspire the energy necessary to develop the land and make it yield of its bounty.

Water was the key needed to unlock that fertility, and men of vision, working together for the benefit of all, trapped it in the mountains and brought it, in ever increasing amounts, to the coastal plains. Today, because of that unselfish accomplishment, San Diego ranks as one of the world's leading producers of food, and beauty has sprung from dry sands to replace the cactus and brush of earlier days.

To cite another parallel, that spirit of community co-operation for the benefit of all is shown in the work and accomplishments of the City and County Convention Bureau, Inc.

The Bureau itself is a co-operative organization. For it, local businessmen, even though in competition with each other, lays aside their personal tasks and work together to bring more visitors here, visitors who benefit everyone who lives and works in San Diego.

San Diego is becoming more popular year by year as a host to state and national conventions, and with good reason. This is a place where natural beauty and congenial living bring a rare community hospitality which convention delegates appreciate.

We boast that San Diego is the place "Where California Began."

It is also the place where the nation's first convention was held, and the same event—the arrival of Juan Rodriguez Cabrillo—is responsible for both statements.

Cabrillo, poking his way up to the Pacific Coast on a mission of exploration for Spain, nosed into San Diego Harbor on Sept. 28, 1542. The next day he called the area's first convention to order. Delegates were the members of Cabrillo's party, and the Indians who eked out a sparse living from the dreary land.

The business had to do with a supply of water for Cabrillo's small ships, and conferences on what the area could mean for Spain. It's a matter of record that Cabrillo and his men so liked this section that they remained for five days.

From that day to this, the increase in San Diego's convention guests has paralleled the city's business and industrial growth.

It is easy to understand why convention delegates like to come here. We are a city of contrasts—a city wherein modern plants spew out giant aircraft within rock-throwing distance of the harbor, where small fishing boats and huge sea-going clippers snuggle into the curving arm of the embarcadero.

Palomar Observatory was placed in San Diego County because scientists found on that mountain top the best site in the world for the great camera. Quite by accident, they learned that Palomar is the best place in the world to take readings of earth movements, or tremors.

The same sea-air conditioning that makes this a recreational paradise is ideal for certain industrial activities, and the great amount of sunshine—an average of 356 days a year—made possible outdoor production lines that speeded plane making and maintenance during the late war.

Yes, San Diego is a city of paradoxes, a city of civic pride, easy living and prosperity. It is, too, a city of great promise for the future.

In that future, the City and County Convention Bureau will keep pace, working for a Better San Diego in which all of us, building together, will find happy days.

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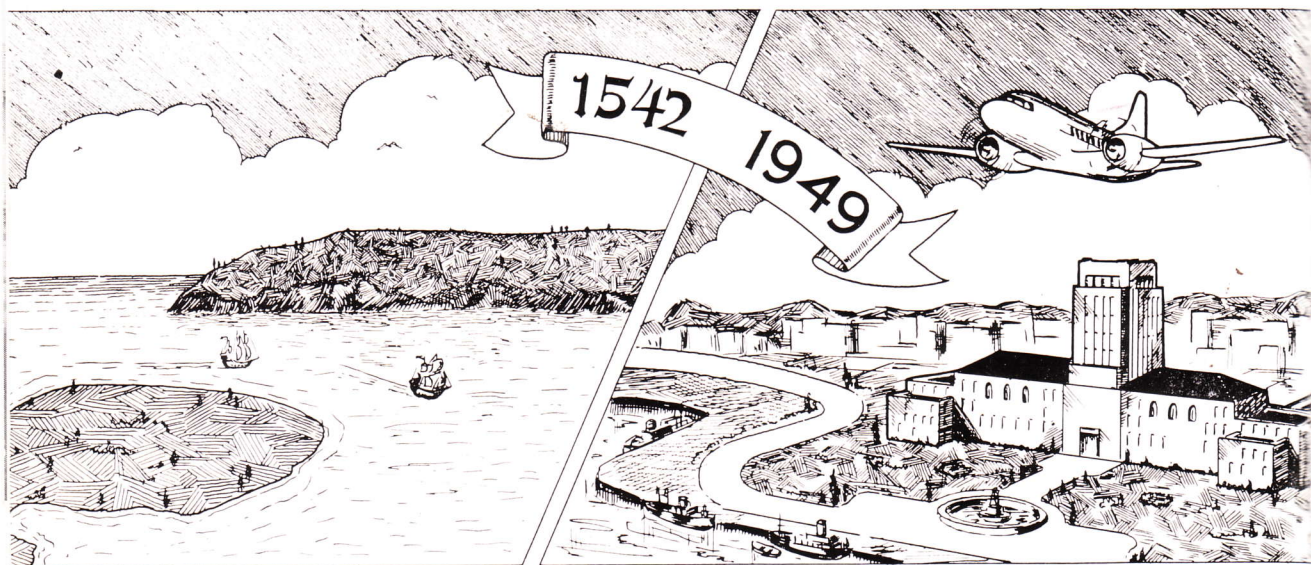
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Then . . . and Now

By Nelson Fuller

Four hundred and seven years ago this past Wednesday—September 28, 1542, to be exact—the first ships ever to ply the placid waters of San Diego Bay rounded Point Loma, there to drop anchor for six days before pushing on up the newly-found coast of California.

With their round bows and square sterns, and their poop decks rising in the air, the Flagship San Salvador and the Frigate Victoria made history for their commander, Juan Rodriguez Cabrillo, Portuguese navigator in the service of Spain.

For Cabrillo discovered San Miguel Bay, a "land-locked and a very good harbor," as he described the body of water later to be named San Diego Bay.

It is inconceivable that Cabrillo himself—much less the poorly-fed conscripts and natives who manned his slow, hard-to-handle boats—could envision four centuries later the great development which resulted in San Diego's becoming a great world port and a land, sea, and air transportation center.

No prophets of Cabrillo's time could have been expected to foresee the day when winged sky giants would be skimming through the air over San Diego Harbor, carrying passengers, cargo, and mail.

Cabrillo and his mates required three months to reach San Diego from Puerto de Natividad, Mexico. In the same length of time, a San Diego-built Convair-Liner transport, averaging 250 miles an hour, could put behind it 540,000 airline miles of flight, or the equivalent of nearly 22 times around the globe.

Whereas Cabrillo's craft were "capable of carrying but a small spread of canvas in anything approaching a strong breeze, and sailed sidewise almost as well as forward," Convair-Liners speed through the skies over five continents by means of their two powerful 2400-horsepower engines.

The sketch above vividly portrays the march of progress since that day in 1542 when Cabrillo and his men sighted San Diego Bay.